The Daily Optic

ESTABLISHED 1879.

PUBLISHED BY The Optic Publishing Company



RATES OF SUBSCRIPTION.

			Dally	
Per	Year b	y C	arrier	\$7.0
			Carrier	
Per	Week	by	Carrier	.2
			Weekly.	
One	Year.			\$2.0

The Gallup Enterprise was dressed in red in celebration of the Glorious

Mix Months 1.00

ments.

colors.

There is a man up in San Juan county that is called "Cuter" McCoy. ganization.

The undertakers of Denver at a meeting last week entered into an

this city will some day be a metrop that is not the case, we merely contion is so manifestly one for the serious question: sider the source.

OUR COLUMNS ARE OPEN.

Fairness is one of the main essentials in the fight for the consolidaion of East and West Las Vegas. This, The Optic has said before and we now repeat it. If the campaignfor campaign it is in reality—is not M. M. PADGETT EDITOR conducted fairly by the adherents of both sides, the question will not receive the consideration to which it is entitled by its importance. We have Entered as the Postoffice at Heat heard it bruited about that The Option s is not living up to its avowed intention of being fair. 'We are trying to. And in our attempt we now do some thing that should seldom be done by a newspaper: We throw our columns open to those who are opposed to conpolidation and ask them to state. over their own name, if they desire, any objections they may enter-

- WILLIAM, THE THRICE DEFEATED

some one of the various parties is Vegas. nearer to the people than any other paragraph of the current issue of the And still another, The Clayton Citi- Commoner. The article is entitled

All Wm. L. Douglas Oxfords

614 DOUGLAS AVENUE. C. V. HEDGCOCK, Prop.

COUNCIL

There are times when every question presents one side uppermost, and saying unAmerican. one only. Such a time is come in the present stage of the question of consolidation. There is but one phase to

THE PLAIN DUTY OF THE CITY be heard on that it would be more than unjust for the City Fathers to refuse them a hearing. It would be disingenuous and-we came very near

the question just now, and that phase an editorial touching on certain con-"Remember that in every country is before the city council of East Las ditions in Alamogordo. The effect of A petition has been circulated on howl mightly, for the Alamogordo the streets of this city, and it has Advertiser devotes a column of space Another patriotic weekly is the party-some one more anxious than been freely signed, asking the coun- to answering the bunch of damn-Lance, of Clayton, Union county. It the others to keep the government cil to appoint a committee to consider phoois that we are up here. The artiappeared in red, white and blue gar- within the control of the people." Neat thoroughly the matter of consolida- cle in question would be a dandy were sentence is the burden of the first tion, work out terms, devise an equi- it not for the fact that its verbage of In our opinion, which we have by the writer of the editorial do not is to place before Young America the comply with the requests of representates. Were we inclined to be generwhole people of East Las Vegas to "There are some of the biggest about Spiess, the Black Eagle from

A SLEEPLESS NIGHT.

Sometime ago, The Optic published it evidently was to make the animals table means of city government for vituperation is entirely too antiquated Alamogordo, and all because we vote statement Greater Las Vegas, and report back, and shopworn. The cuss-words used for whom we please and not at the zen, pictures the eagle emitting "Lest We Forget" and is directed to reached after careful deliberation, this cause any new thrills to our sense of horn boss politicians. This indepension that town to El Paso? screams of joy through the national the great number of young men who petition should be acquiesced in by the aesthetic in newspaper profanity, dence of ours is the cause of The Douglas, you know, is the namesake have just graduated from unversities the governing body on this side of but they do fill us with pity at the and colleges of the land. Its purport the river. It is their plain duty to paucity of our opponent's resourceful. zens.' To be sure, undesirable be- Southwestern. Fact is, the shops claims of the democratic party for or tative citizens, especially when those ous, we would supply him with refer- Vegas sheep - tecause we did exact- to Carrizozo, but to El Paso, and for requests, as is the case here, are re-ences to a certain well known book ly as our better judgment dictaird at the same reason that removed the Wonder if he acquired the appellation Mr. Bryan is a pretty smooth hom duced to writing. For the council as called the Bible which would punish the last election. by holding a "joker" up his sleeve? bre. Not many of us would have a whole, or for any of its members as him with ammunition, the choiceness "To show you: The Optic over-only the division headquarters were thought of preaching political doc individuals, to pursue an obstruction and effectiveness of which can not be looked the Advertiser's attention to changed from Alamogordo to Carrizozo. trine to young and uninfluentia!-but ist policy when their obvious duty lies excelled or surpassed by any amount the facts of our county's prosper'ty,- You didn't know that, did you? Some impressionable, be it remembered - so plainly before them as it does in of editorial ingenuity. After that we Alamogordo building an additional brindle cur has been stuffing you and college boys. They are beneath the this particular instance, is for them to might sleep peacefully o' nights But \$15,000 public school building in order you should be ashamed of yourself. agreement not to conduct any more notice of most of us unpractical po- write themselves down as the wrong we are not generous. Our friend's to accommodate the increased numtentalities that must learn life by liv-kind of men to represent this com- spasm surely cost him at least one ber of children, due to an increased any more, especially by some dunce ing it. Smooth William, the thrice munity in municipal affairs. We sleepless night, several cents for nico- population; that nearly every county who has it in for Alamogordo. And notice to arrange their dates to pass ing it. Smooth William, the thrice munity in municipal arrange their dates to pass defeated, thinks otherwise, however, speak these words not for the purpose tine to inspire his lagging muse and school is in better shape financially your saying that we are now trying and may haps he is right. At any rate of forecasting possible or probable un- several miles of walking to consult and otherwise than ever before; that to get rid of the court headquarters is he has addressed his leading editorial worthy action by our city council, but with interested and erudite friends, we polled more votes at last election only fit reading for a lot of lunatics!" There is no race suicide in Las to a class of young men whose minds for the purpose of satisfying divers We reproduce the result of all this la- than ever before; that the loss in Vegas, A stranger yesterday remark are open, who have been theorizing doubting Thomases who fear that the bor herewith and trust that the Ad- postoffice receipts by removal of ed he never saw so many bables in on government and the governed at project of consolidation will receive vertiser will feel duly flattered. That southwestern headquarters had been a town in his life and his statement intervals during four happy, care-free its quietus in the East side council the good name of Alamogordo is sad- more than made up; that our postis corroborated by the unprecedented years. If any one but Bryan had chamber without the people being af ly in need of defense, we do not office rents more lock boxes now sale of go-carts at the local furniture done it, we good republicans might forded an opportunity to express doubt. That the Advertiser is a than ever before - The Optic over-

Watch Specials

A few specials which we are offering for a short time at SPOT CASH ONLY.

Gents' Gold Filled Case guaranted 20 years, fitted with a 17 jeweled, ELGIN or WALTHAM move ment-----\$12.50

Gents' Silveroid Case, with a 7 jewel ELGIN or WALTHAM,.....\$5.50

Ladies' Gold Pilled Case, guaranteed with either ELGIN or WALTHAM movement, \$12.15 WE INVITE A COMPARISON OF OUR PRICES

R. J. TAUPERT, Jeweler and Optician, Isdam 606 Douglas Avenue. Las Vegas, N. M.

fools on earth in the newspaper busi- San Miguel!' ness and as the fool-killer hasn't been in that old town.

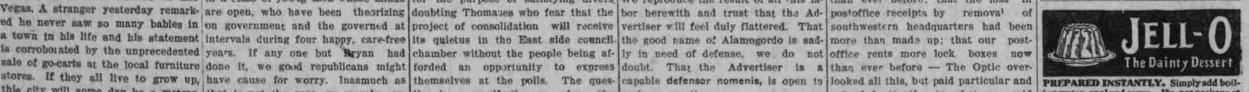
is perfectly becoming in us to file fortunate as to get in fail. ugly remarks made against us by any "Yes, this is a queer town because trary, notwithstanding.

extended attention to what we said ing water, cool and serve. 16c. per package at all grocers. 7 flavors. Refuse all substitutes.

"The dirty fling that we are all in over to Vegas lately one is yet alive contempt of court is as puerile and rotten as ever belched from the bot-"The Advertiser is here to defend tomiess pit of hell. And we sympathe good name of Alamogordo and it thize with any citizen who is so un-

mortal who tries to defile this, the our 'undesirable citizens' have backprettiest town in America. The Optic bone enough to look out for our best and Spiest and all the other mem- interests, and you saying that we debers of the damphool club to the con- liberately knaused the Southwestern to move its shops to Carrizozo is so "The Optic editorial shows plainly far from the truth that we don't bejust how the 'big end' feels towards lieve that you are responsible for the

"Did the people of Douglas, Ariz., bidding of a bunch of would-be tin-force the Southwestern to move the Optic daubing us as 'undesirable citi- of Dr. Douglas and a pet town of the cause we can't se bought and sold as were not removed from Alamogordo shops from Douglas to El Paso and



EVERYTHING IN THE HOUSE REDUCED.

Special Prices on Callees Ginghams and Peroales.

Goods you need every day. Hardly ever priced so low. 124ce Percales 36 in 15c Percales Manchester 36 in ____ 12c 15e Cheviot Shirting 12c

29c Economy Linen 33 in 8 1-3c Amoskeag Apron Ginghams 614c 12160 Read Seal or Bates Seersuckers 15c Toile De Nord Ginghams 12c 20c French Ginghams 33 in 14e 30c French Ginghams 33 in 19c

Entire stock of Lawns. Entire stock of India Linens or Linens. Tuble Linens and Towels,

25c Bernalillo Zephyrs 27 in 17c

15c Real Manchester Chambray. 12c

July Clearance Sale

Everything in the House on Sale

THE JULY CLEARANCE SALE Meets With Instantaneous Success

Values tell and here are telling values-the kind that bring crowds and that repay the crowds for coming. And how the people thronged every department during the opening hours of this sale. How eagerly they bought-and with what enthusiam they praised the big values so plenteously provided. There will be no let-up to the daily crowds during this event

We hold this sale for the sole purpose of effecting a clearance of summer stocks—and so we disregard cost and profit and name prices far below any figures likely to be named anywhere this season. Every department is represented with a full quota of exceptional values—the whole store is one big, busy, bustling bargain bazaar.

More and even greater values brought forward for next week—we crowd every bour of the day with irresistible money-saving inducements—affording matchiess economies on summer necessities of all kinds.

Join The Crowds That Will Choose From These Absolutely Unrivaled Offerings.

NOW ON IN FULL BLAST

because there will be no let-up to the unprecedented value-giving.

Extra Values in **Fabric Linens**

\$1.75]	Varranted	all	Linen	Damask,	72	in					.\$1.49
1.50	99	**	1.6								. 1.39
1.35	0 - 01	. 18	, F.E.	- 44	72	in	200		. 1		. 1.24
1.25	0	44	69	- 44	72	in	22.5		No.		. 1.10
1.00	α	3.5	94	34	72	in		**	. ;		. 89c
75c	7.0	44	- 9	**	64	in				ā.,	. 63c
65c	Mercerize	d D	amask,	64 in							. 59c
	Fast color										
75	15 16			52 in		× * *				Called Called	. 65c

Towelings

A good assortment, splendid merchandise cheaply priced. 15c Stephens Linen Crash11c 10c Checked Linen Toweling 8

Everything metioned in our full page Adstill the same.

25c All Linen Hucked Toweling19

Everything in the House on Special Sale. - All women's outer garments. Tailored Suits, Linen or silk Dresses, all Waists, all Skirts, all Petticoats, all silk Dress goods, wash goods, Ginghams, Percales, Lawns, Notions, l'women's Furnishings, entire stock of Shoes, everything for Men and Boys, the anti-chart mand around structured little politicals

Ladies' Furnishings.

A lot of 65c Belts, all colors, all styles, new buckles. Special, 49c Any other belt in the house at 10 per

An assortment of Hand Bags, worth 75c and 85c; white, blue, green, All other Belts at 10 per cent off.

A special lot of Belt Buckles, worth 75c, a large assertment. Special,.... 50c The \$1.00 kind, special,

All other novelties such as Beauty Pins, Veil Pins, Hat Pins, Chains, Silver Purses, Hair Ornaments, Veils, Veilings and Neckwear. at 10 Per Cent Off.

Women's Hoslery \$2.50 Silk Hose, double sole and double knee. Special, \$2.15

\$1.50 Women's Silk Hose in all 65c and 75c fancy lisle Hose _

Men's Furnishings.

at very special prices.

Men's fine French flannel Shirts Negligee; grays, blues, neat patterns "Emery," Coat Shirts, \$2.00 value.

Men's fine silk finished Shirts a lot of splendid patterns, a cool soft shirt, with low collar attached, worth \$2.50i Special.

A Snap for Big Men.

We have a lot of fine shirts "Emery," these were bought in a lump to clear—they are fine French fiannels, and all worsteds. And you know all wool worsteds are expensive, about \$3.00 per shirt; they run up to 19 neck, large around body, special \$1.78

Remember!—Everything in the House

"THE STORE OF QUALITY"

EVERYTHING IN THE HOUSE REDUCED.

Ribbons

A special lot of good quality Taffeta Ribbons in white, light blue, pink, red, brown, navy, and black.

The prices according to width are as follows:-

No. 100 Regular 40c now 30c " 1756 " 50 250 "

Just received by express one lot of fancy flowered, striped checked Ribbons-have placee these on sale also.

50c Ribbons.

14c

Bargains for Men

Never before had we offered such values. The men of this city should be glad to be able to get such merchandise at such low prices as we offer. For the last two years; we heve been improving our men's department, until now we feel we have as Complete and Up-to-Date department as any in the city. We are going to give unusual values during this sale, in order to give men in this city an opportunity of vewing our stocks and noting the fine quality merchandise, the complete sizes and everything the best-COME and SEE.

> Men's Fine Suits, all Wool, cut the latest style, and guaranteed by us Suits worth \$18. \$20. \$22.50 up to \$25.00 Special.....

> Men's Suits in Cashmeres, Worsteds, Serges blacks and blues; latest cut Suits, worth \$12.50, \$15.00 and \$16.50. Special \$8,72

> One lot Young Men's Suits a large line of patterns-Suits you'd pay double for, worth up to \$12.50.

Special Our entire stock of Boys' and Children's clothing including all wash suits Boys' all wool Suits, with 2 pairs 'Knickerbocker' pants

at 25c PER CENT Reduction.